

Merit Outdates Conventional Low Tar Cigarettes.

'Enriched Flavor' technology matches taste of
cigarettes having 60% more tar.

There is a way to pack flavor
—incredible flavor—into a
cigarette without boosting tar.

That's the report on MERIT
and the remarkable break-
through called 'Enriched
Flavor' tobacco.

*Tobacco that for the first time
delivers flavor you wouldn't
expect in a low tar cigarette.*

MERIT and MERIT 100's
were packed with this special
tobacco. And taste-tested
among thousands of smokers
like yourself.

If you smoke, you'll be
interested.

Taste-Test Proof

MERIT and MERIT 100's
were tested against a number
of higher tar brands. The
results proved conclusively
that 'Enriched Flavor' tobacco
does boost taste without the
usual increase in tar.

Overall, smokers reported
they liked the taste of both
MERIT and MERIT 100's as
much as the taste of the higher
tar cigarettes tested.

Cigarettes having up to 60%
more tar than MERIT.

Only one cigarette has

'Enriched Flavor' tobacco.
And you can taste it.



MERIT
Kings & 100's

Kings: 8mg "tar," 0.6mg nicotine av. per cigarette, FTC Report Aug '77
100's: 11mg "tar," 0.8mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1978

